



































































Our 2021-2022 Maryland Marketing Partners

BGE, CloudForce, Eastern Sports, Harbor East Management Group, Grace, Merritt Companies, Cisco, HighRock, Ellin & Tucker, M&T Bank, Secu, Kaiser Permanente, Whiting-Turner, Independent Can Company, Bozzuto, Weller Development, Peterson Companies, St. John Properties, Morgan Stanley, Tradepoint Atlantic, Clark Construction, Route One Apparel, University System of Maryland, Port Covington, Tedco, Howard Hughes, MD Energy Advisors, Trans America, Medco.



# Board of Directors

Sila Alegret-Bartel, Owner

Julian Boykin, President

Karen Cherry, Vice President, Leasing

Laura Van Eperen, CEO

Henry Fawell, Founder/President

R. Michael Gill, Secretary

Honorable Cheryl Kagan (District 17)

Justin Meighan, Assistant Regional Manager

Capt. Eric Nielsen, President

Stuart Page, Manager, Economic Development

Allyson Black Woodson, Sr Manager

Ali von Paris, Owner

Leonard Raley, President/CEO

Tom Sadowski, Executive Director

Angela Sweeney, Executive Director

Aaron Tomarchio, Vice President, Corporate Affairs

Honorable Kris Valderrama (District 26)

International Corporate Training & Marketing

Acquisition Consulting Experts, LLC

Prologis

Fovndry, LLC

Campfire Communications

Maryland Department of Commerce

Maryland State Senator(Ex-officio)

LIUNA Mid-Atlantic Region

Association of Maryland Pilots

Baltimore Gas & Electric

Baltimore Gas & Electric

Route One Apparel, Inc.

University System of Maryland Foundation

Maryland Economic Development Corporation

(MEDCO)

Imaginuity

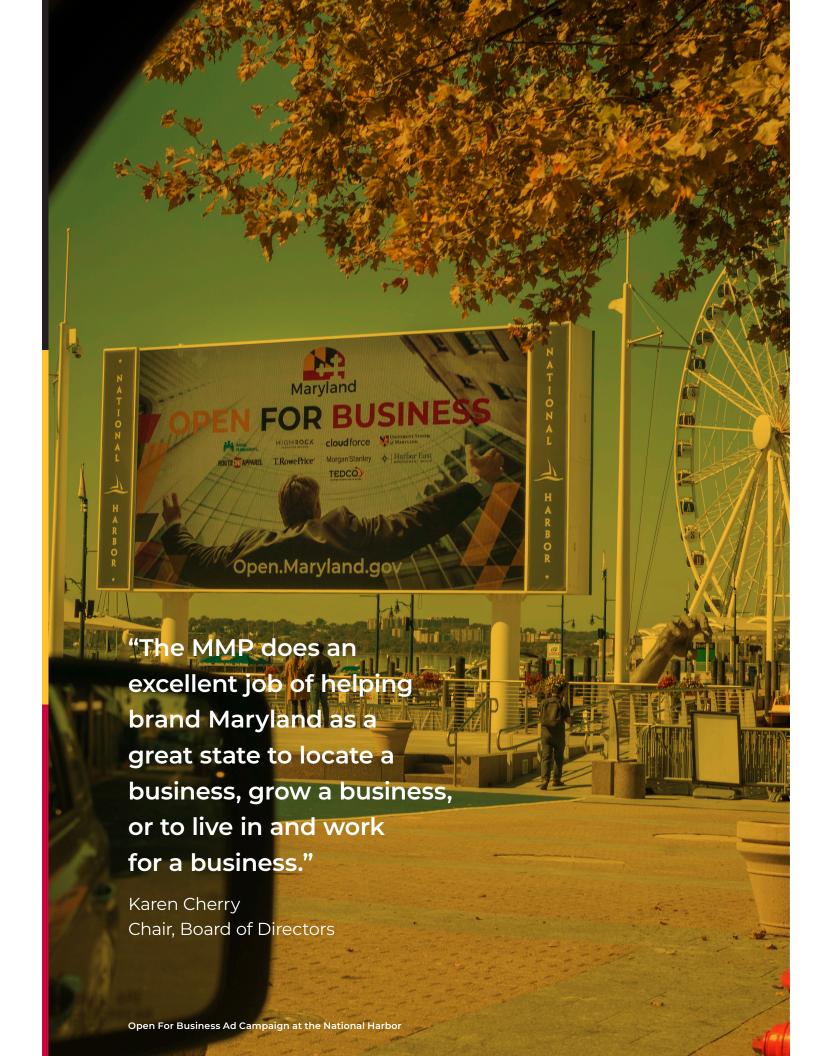
Tradepoint Atlantic

Maryland State Delegate (Ex-officio)

The Partnership's Board of Directors consists of seventeen (17) members, representing State government and private industry. Members include the Secretary of Commerce, designees from Maryland Senate and Maryland House of Delegates, businesses, non-profit, marketing, advertising, labor, public relations, communications and economic development representatives. There is currently one (1) vacant position, in which suggested replacement is being vetted through the Governor's Appointment Office.

# TABLE OF CONTENTS

A Message from the Chair	2
A Message from the Executive Director	4
Maryland Marketing Partnership Business Partners	5
Overview & Strategy	10
Financial Report Highlights	21
Appendices	38



# A Message

# from our Chair



Karen Cherry
Chair, Board of Directors

Welcome to the FY2022 Maryland Marketing Partnership (MMP) Annual Report. I have been thrilled to be a part of the work of the MMP and am honored to be serving as the Chair of the Board of Directors. I appreciate the engagement of the volunteer board members as well as the input from our many MMP Partners.

We all agree that "Open for Business" is a culture worth preserving and enhancing. The MMP does an excellent job of helping brand Maryland as a great state to locate a business, grow a business, or to live in and work for a business.

MMP's messaging also highlights the incredible quality of life that Maryland has to offer the employees living here or considering a move. This FY2022 Annual Report shows what measurable efforts have taken place, helping move Maryland's economy forward.

Whether it is BioHealth, Aerospace, Cybersecurity, Manufacturing, logistics, or many other industries, the MMP shows that Maryland is a great place to do business and stay in touch with our business community.

Karen Cherry Chair, Board of Directors



# A Message

# from our Executive Director



# Tom Riford Executive Director

It is a pleasure to present the Maryland Marketing Partnership's Fiscal Year 2022 Annual Report. This report includes a look at the financial and administrative records of the public-private organization. The Maryland Marketing Partnership (MMP) helps promote Maryland as a place to locate a business, and to grow a business. There has been a tremendous amount of activity during this fiscal year of July 1, 2021 through June 30, 2022.

By every level of measurement, the MMP with all of its marketing and public relations, has successfully marketed Maryland. The last half of 2021 remained challenging for Maryland businesses.

The MMP improved its marketing efforts, and increased the numbers of public relations successes. With the new advertising agency Planit Technologies, the Open for Business advertising campaign synergistically enhanced its strategy, and the team continued to strive for results-driven improvements.

I can't say enough about the MMP's ongoing public relations efforts. With Abel Communications, the MMP promoted Maryland beyond its borders, and continues to showcase the innovation happening throughout the state. The mission of the Maryland Marketing Partnership has remained as focused as ever.

Tom Riford
Executive Director





BGE headquartered in Baltimore, BGE is Maryland's largest natural gas and electric utility, delivering power to more than 1.3 million electric customers and more than 690,000 natural gas customers in central Maryland. BGE is a subsidiary of Exelon Corporation (NYSE: EXC), the nation's leading competitive energy supplier.



Whiting-Turner provides construction management, general contracting, design-build and integrated project delivery services on projects small and large for a diverse group of customers. Successful markets include office and headquarters, healthcare, senior living, science + technology, microelectronics, mission critical, retail, higher education, K-12, industrial, warehouse and distribution, transportation, multi-family residential, mixed-use, urban redevelopment, hospitality, entertainment, cultural, religious and public sector.

Since 1909, the firm has been guided by the principles of integrity, excellence and an unwavering dedication to customer delight. With headquarters in Baltimore and 50 locations across the country, Whiting-Turner is currently ranked third in domestic building construction by Engineering News-Record. The firm's over 4,200 salaried professionals provide depth of resources to service nationally and to build locally. The strength and stability of the firm is well documented. Whiting-Turner enjoys a 5A-1 Dun & Bradstreet rating – the only domestic builder with this highest rating - and a bonding capacity of \$4 billion. The firm is financially independent, having not borrowed money since 1938.

# Transamerica®

With a history that dates back more than 100 years, Transamerica is recognized as a leading provider of life insurance, retirement, employee benefits and investment solutions. Transamerica's dedicated professionals' help people take steps to live better today so they can worry less about tomorrow. Led by Will Fuller, President and CEO, Transamerica is headquartered in Baltimore and part of the Aegon group of companies. The Aegon Transamerica Foundation supports non profit organizations that promote the overall well-being of the communities where Transamerica's employees live and work.



Tradepoint Atlantic, 3,100-acre multimodal industrial site in Baltimore that features a unique access to deep-water berths, railroads and highways. The site, a terminal within the Port of Baltimore, is expected to generate thousands of jobs in Maryland. Tradepoint Atlantic is hailed as a modern industrial revival transforming a former steel mill into one of the largest most strategically significant inter-modal global logistic hubs in the nation. Board Chairman Michael Mullen has over four decades of experience in the industrial development business, having developed and redeveloped more than 70 million square feet of industrial facilities and major railway inter-modals.



Headquartered in Baltimore, St. John Properties, is one of the nation's largest and most successful privately held commercial real estate firms. The company has developed, owns and manages more than 22 million square feet of commercial flex/R&D, retail, and bulk space, proudly serving more than 2,500 clients in Colorado, Louisiana, Maryland, Nevada, Pennsylvania, Utah, Virginia, and Wisconsin. St. John Properties ranks within the top 5 developers of LEED-certified buildings nationwide and was honored as NAIOP's National Developer of the Year in 2018. For more information about the company, visit www.sjpi.com.

# **▲**BOZZUTC

Bozzuto is an experience-focused real estate company distinguished by its innovative developments, dedicated customer service, and top-rated workplace culture. With award-winning expertise in homebuilding, multifamily development, construction, and management, Bozzuto is devoted to delivering extraordinary experiences for those they serve.

Since their founding in 1988, Bozzuto has developed, acquired, and built more than 50,000 homes and apartments. Celebrating 33 years of creating a sanctuary for their residents, Bozzuto currently manages 90,000 apartments and 3 million square feet of retail space across the U.S., with 7 million square feet currently under construction. Visit www. bozzuto.com.



Clark Construction is a local builder with national reach. Over the course of a century, Clark has grown from a small excavator into one of the nation's most capable and trusted providers of construction services. The company's portfolio features projects ranging from intricate interior renovations to complex civil operations.



# **cloud** force

Cloudforce is a spirited team defined by the shared values of excellence, growth, teamwork, passion, giving back, and glee. As technophiles, we thrive on the latest developments in our chosen field of expertise: cloud computing. As humans, we are driven by the opportunities to make life better through the thoughtful application of technology. At Cloudforce, these two pursuits combine to form an effective, human-centered approach for making solutions accessible for businesses, app developers, and entrepreneurs, alike.



CISCO helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected.



Eastern Watersports, a division of Eastern Marine Services, Inc., provides recreational watersports and retail sales. With 5 separate locations in Maryland, we offer everything in, on and around the water. We promote outdoor adventures on Maryland's Chesapeake Bay and provide access to all the retail gear you need to get going through our ecommerce site and brick-and-mortar stores. Come explore all we have to offer at easternwatersports.com or its Facebook and Instagram pages.

# ELLIN & TUCKER

Ellin & Tucker, strategic partners, sidekicks, counselors, advocates – this is how we've been described by virtually every client that's come through our doors since 1946. Located in the heart of

Baltimore, Ellin & Tucker is leading mid-Atlantic public accounting and business consulting firm, serving privately held businesses and the individuals and families that run them. Our commitment to our clients and employees is echoed in the commitment and love we have for our great region, which is why our firm has been engaging with the Maryland not-for-profit community both professionally and personally for more than 75 years. Whether they're sitting across the table or miles away, our clients know it's always there, in the room, offering insight that will help support their biggest business decisions.



Harbor East Management Group, a wholly owned subsidiary of H&S Properties Development Corporation is a leading real estate development and management company based in Baltimore. They are the visionary developers behind Harbor East, one of the Mid-Atlantic's most exciting mixed-use developments, spanning 5.5 million square feet of commercial retail, office, hotel, and residential space along Baltimore's Inner Harbor. Harbor East serves as a catalyst for downtown investment, spurring residential urbanization and creating a blueprint for future development.

# HIGHROCK ELEVATING BRANDS

Marketing agency HighRock helps its clients rise to the challenge of a competitive and rapidly changing market-place with bold strategy, creativity, and innovation. The agency is driven by the purpose to elevate brands. Their team starts with strategy and integrates creative ideas and technology, to meet and go beyond the goals of their clients. For over fifteen years, HighRock has been delivering work that powers game-changers, innovators, and out-of-the-box thinkers.

# Howard Hughes.

Howard Hughes owns, manages, and develops commercial, residential, and mixed-use real estate throughout the U.S. Our award-winning assets include the country's preeminent portfolio of master-planned communities, with operating properties and development opportunities in New York, Maryland, Texas, Nevada, and Hawaii. Our portfolio is strategically positioned to deliver new development based on market demand, resulting in one of the strongest real estate platforms in the country driving sustainable, long-term growth and value for its shareholders.



Independent Can Company, headquartered in Belcamp, Maryland, is a family owned and operated manufacturer of specialty tin cans. Founded in 1929, the company has grown from a signal location in Baltimore, Maryland, to six facilities nationwide. Five of the six are manufacturing plants and metal lithography is offered in Maryland and Ohio. Over 400 skilled and talented workers are employed by Independent Can Company in the USA.

With world-class, award-winning printing and fabricating equipment, Independent Can remains globally competitive. With continuous reinvestment in our people and technology, ICC is more focused than ever on excellence in metal packaging. ICC is values based and culturally driven by the highest standards and proud to be American made.





Kaiser Permanente is committed to helping shape the future of healthcare. We are recognized as one of America's leading health care providers and notfor-profit health plans. Currently serving nearly 800,000 members in the Mid-Atlantic region at 35 medical centers in Washington, D.C., Maryland and Virginia, Kaiser Permanente's care for members and patients is focused on their total health and guided by its Permanente Medical Group physicians, specialists, and care team. Kaiser Permanente is dedicated to caring innovations, clinical research, health education, and the support of community health.

# **M&T**Bank

M&T Bank is a bank holding company that operates more than 775 retail and commercial branches in eight states, D.C. and Canada. M&T Bank provides products and services related to commercial banking, retail banking, business and professional banking, investment and mortgage banking.



The Maryland Economic Development Corporation (MEDCO) was created by the State of Maryland's General Assembly to serve as a statewide economic development engine. MEDCO works to increase business activity, advance economic development, encourage charitable and cultural activities, enhance workforce development, and promote Maryland's economic viability. MEDCO was created to assist with the retention, expansion and attraction of business and industry throughout the State of Maryland. Our special financing, advisory services and real estate development capabilities offer Maryland communities the tools necessary to conceive, pursue and attain their economic development goals.



MD Energy Advisors infuses art into energy by creating dynamic customer experiences that make energy choices simple for everyone. The art refers to our skill and creative approach to customer service that allows us to meet our clients where they are, connecting with them to understand what matters most. This, coupled with our expertise in real estate, finance, and energy, allows us to deliver personalized solutions that are essential to people and the world around them.



Merritt Companies is a family of companies comprised of Merritt Properties, Merritt Construction Services, and Merritt Clubs – all dedicated to creating and maintaining environments where people can grow and prosper. From creating workplaces for businesses to creating personalized physical fitness regimens for individuals, the Merritt family has grown to more than 1,000 employees and 19 million square feet of commercial development in Maryland, Virginia and North Carolina.

# Morgan Stanley

Morgan Stanley is a leading global services firm providing investment banking, wealth management, and investment management services. Over the past decade, Morgan Stanley has established a strong footprint in Maryland through continuous growth of its Baltimore operations. In 2016, the company, which employed 1,000 in Baltimore at the time, announced an expansion, which included an additional 800 jobs in Baltimore.



Peterson Companies is one of the region's leading developers of commercial, office, retail, residential and industrial real estate. The company is responsible for several prominent and successful mixed-use developments in Maryland, including National Harbor, Rio and Downtown Silver Spring.



Port Covington is an inclusive waterfront community in South Baltimore that is undergoing an incredible transformation. The neighborhood spans 235 acres of land, with 2.5 miles of waterfront on the Middle Branch of the Patapsco River. Port Covington offers amazing waterfront experiences, incredible visibility, and unparalleled accessibility directly to I-95. More than 1.1 million square feet of new mixed-use development is underway in Port Covington, and it will start to deliver in 2022.

# ROUTE THE APPAREL

Route One Apparel is the #1 stop shop for all things apparel & accessories for the Maryland region. Beyond our branded merchandise, we collaborate and license with many iconic brands such as Pabst (National Bohemian), McCormick (Old Bay), Utz Potato Chips, many state Universities, and Hershey, among others. As a service provider, we also work across industries on various bulk fulfillment, design, production, and marketing requests.



# T.RowePrice®

Founded in 1937, Baltimore-based T. Rowe Price is a global investment management organization that provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The organization also offers a variety of sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, riskaware investment approach focuses on diversification, style consistency, and fundamental research.



TEDCO, the Maryland Technology Development Corporation, enhances economic empowerment growth through the fostering of an inclusive entrepreneurial innovation ecosystem. We identify, invest in, and help grow technology and life science-based companies in Maryland.

Funding opportunities are offered through TEDCO's various funds and programs, including Maryland Innovation Initiative Fund (MII), Maryland Stem Cell Research Fund (MSCRF), Federal Technology Transfer Initiative (FTTI), Pre-Seed Social Impact Funds, Pre-Seed Rural Business Innovation Initiative Fund, Seed Funds, and Venture Funds. Along with these funding opportunities, companies can access valuable business resources, such as Network Advisors, Start-up Orientation Forum, Rural Business Innovation Initiative, Urban Business Innovation Initiative, Market Search Databases, Prelude Pitch, Roundtables, online educational tools, a marketing toolkit, and the Maryland Entrepreneur Hub. Learn more at www.tedcomd.com.



The University System of Maryland (UMD) is the state's public higher education system. The USM has some 165,000 students enrolled across twelve institutions and three regional higher education centers throughout the State of Maryland. Working collaboratively, sharing resources and best practices, USM research institutions, regional universities, and HBCUs conduct more than \$1.5 billion in sponsored research and award an estimated 44,000 undergraduate and graduate degrees annually, including nearly 16,000 in health care and STEM disciplines.



Weller Development Partners is an innovative real estate development firm building world-class communities. At the heart of the company ethos is a double bottom-line approach to development, designing strategies that are financially viable, while also providing positive social impact to surrounding communities. Weller seeks to create incredible places and meaningful experiences for a diverse audience. With a growing international portfolio of distinctive mixed-use development projects and a proven track record of successful and celebrated ventures, Weller Development Partners delivers value and results, no matter the complexity or odds.







Commerce Secretary Mike Gill, Lt. Governor Boyd K. Rutherford and Maryland State Senator Cheryl C. Kagan celebrating the Open for Business Campaign at the Maryland Marketing Partnership Reception this May

Created by Chapter 141, Acts of 2015, the Maryland Public-Private Partnership Marketing Corporation, operating under the trade name Maryland Marketing Partnership (Partnership), is a cooperative venture of the state, private businesses, and industry and economic development partners. The Partnership is a body politic and corporate instrumentality of the state, with the purpose of:

- · Creating a branding strategy for the state;
- Marketing the state's assets to out-of-state businesses;
- Recruiting out-of-state businesses to locate and grow in the state; and
- Fostering partnerships that encourage the location and development of new business in the state.

### FY2022 Activities and Meetings

The Maryland Marketing Partnership Board of Directors (Board) met numerous times in FY2022 virtually and in-person.

September 30, 2021

December 14, 2021

March 31, 2022

June 28, 2022



The Marketing team at Commerce operates as a full-service, in-house agency. Writers, designers and strategic marketing staff provide professional collateral material, tradeshow displays, video, web and social media management and promotional items with captivating content and graphics. Additionally, the Open for Business campaign is managed by the team, working closely with the Maryland Marketing Partnership and an advertising agency of record, to market Maryland's business advantages to key markets across the U.S. and around the world.

#### Trade Show Outreach

Commerce staff participated in an array of national and international events that spanned the globe. From Arab Health in Dubai commanding an audience of 80,000 attendees to the MEDICA Healthcare conference in Germany with upwards of 30,000, turnout has surpassed expectations and led to some great opportunities for showcasing Maryland.

Other noteworthy national events include the RSA Conference - one of the largest cyber-focused events in the country held annually in San Francisco with over 26,000 attendees; the BIO International Conference - a health and life science-focused trade show, commanded an audience of 14,000; and lastly SelectUSA Investment Summit, the highest profile event in the United States dedicated to promoting foreign direct investment had close to 4,000 attendees. In all, the total number of activities Commerce engaged in for FY22 totaled 55 events reaching over 589,239 attendees.







Medica 2022 Booth Display



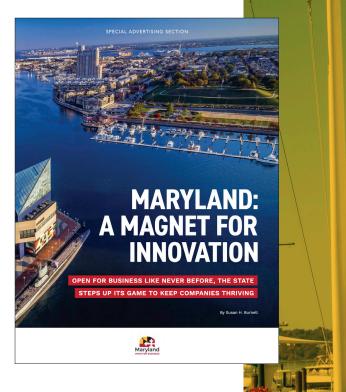


China International Fair for Investment & Trade 2022 Booth Display

# Open for Business Advertising Campaign

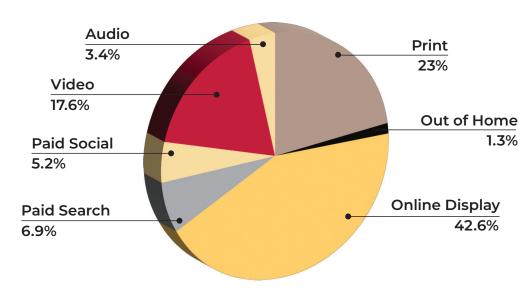
The Maryland Marketing Partnership and Commerce secured a new agency of record, Planit, located in Baltimore City. Planit quickly got up to speed and devised a refreshed media strategy and evolved our Open for Business campaign to include new creative.

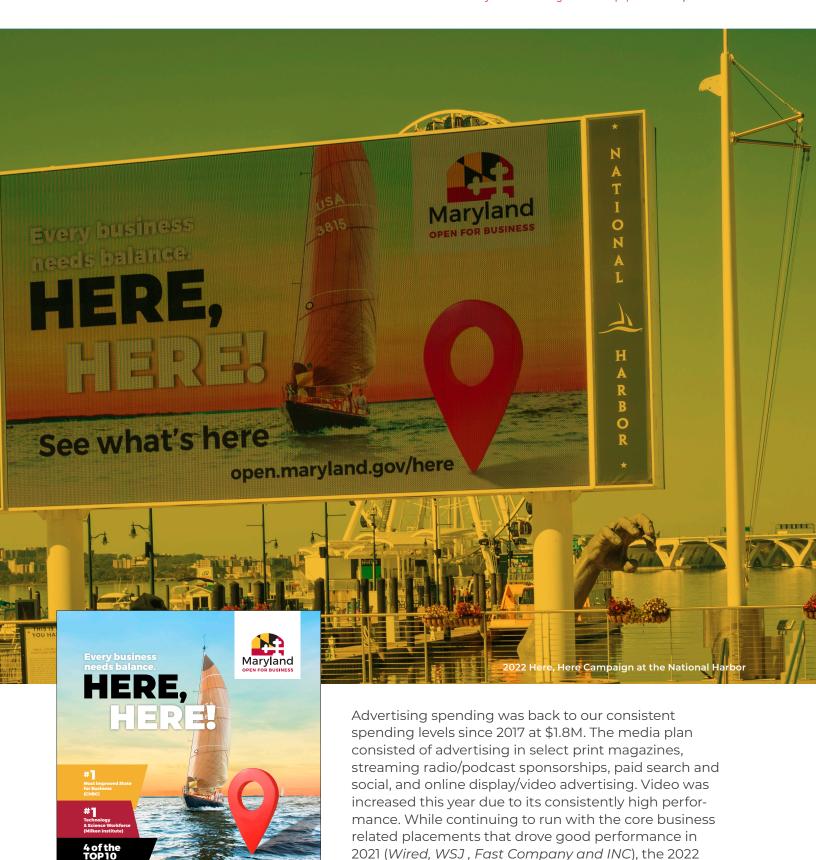




Print and Digital Ad Campaign

### Media Spend By Channel (2022 Planned)





plan also included a special section in *Forbes* dedicated to innovation in Maryland. To reach the site selector-

specific audience, Maryland was also featured heavily in

Area Development and Site Selection Magazine.

Print and Digital Ad Campaign

Maryland. See what's here.
And why your company should be too.

ducated workforce. Ground-breaking innovation hubs in life sciences, cybersecurity and aero: lity of life that makes employees feel right at home. See why businesses are starting up or





Open For Business Ad Campaign

# Target Markets for Advertising:

# **Business Attraction Audience Segment:**

#### **Large Markets:**

NY, Chicago, San Francisco, Santa Clara

#### **Medium Markets:**

Philadelphia, Atlanta, Boston

#### **Small Markets:**

Denver, Raleigh-Durham, San Diego, San Antonio, Austin, Fresno, Greenville, Salt Lake City

# **Workforce Attraction Audience Segment:**

High Cost of Living - Boston, San Francisco

Medium Cost of Living -Philadelphia, Pittsburgh, Dallas, Atlanta, Denver, Seattle, San Antonio

Low Cost of Living - Tampa, Charlotte, Raleigh-Durham, Jacksonville, Phoenix







Digital ads were delivered to attendees' mobile devices at two key trade shows this year, RSA in San Francisco and the BIO International Convention in San Diego. Additionally, mobile trucks with Maryland advertising traveled throughout the convention center and area hotels.

For the workforce attraction effort, ads were placed in LinkedIn, Instagram, and YouTube to reach recent graduates and early career tech workers in key markets.

In terms of digital media, the bulk of the plan focused on using geographical and behavioral data to target advertising across a variety of sites online. The ads were directed to business owners in key markets who have expressed behaviors online that indicate they are likely to consider a business move (looking at a commercial property, researching relocation, etc). Putting Maryland messages in front of these people helped keep the location top of mind as they created a consideration set. This targeting strategy, paired with continuously refined messages and visuals, is proving to be the most engaging digital advertising tactic used in the campaign to date.



**Email Marketing** 



LinkedIn



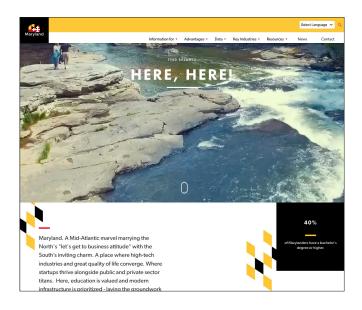
Instagram

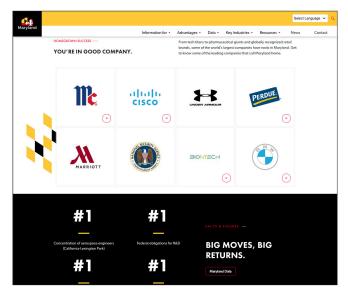


Facebook

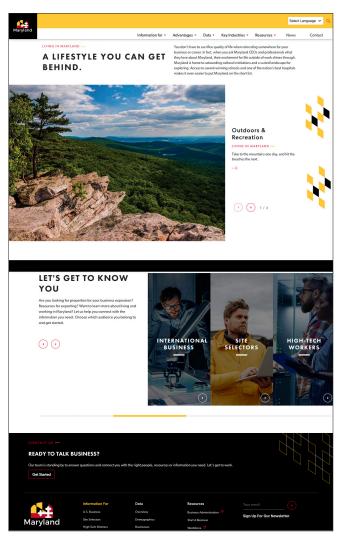


Twitter





www.Open.Maryland.gov

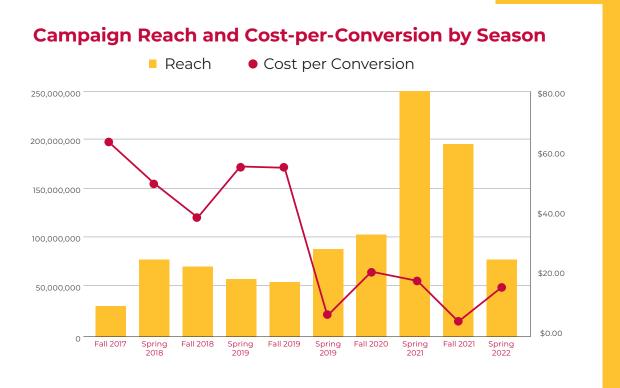


www.Open.Maryland.gov



Mobile Truck Advertising

In FY22, the Open for Business campaign reached 271 million people and drove over 4.4 million visitors to the website. 294,537 of those visitors were engaged enough to spend over 2 minutes exploring Maryland on the website. The chart below illustrates the top level performance of the campaign.



Yellow bars show the total reach of the campaign each flight. Each season/flight reaches an average of 99 million people. The red line indicates how efficient that season/flight was at driving engaged traffic to the website. In the beginning of the campaign, media spend was lower and placements such as outdoor billboards were a bit more expensive.

In 2020, we shifted more dollars into digital media and managed those buys in-house until Spring of 2022. The lack of agency commission associated with the buys in those flights allowed us to spend more and reach more. Overall, we have learned a great deal about this audience over the course of the campaign which has allowed us to optimize the media. We select placements that can reach a high volume of our target audience who are also interested and engaged with our brand. We aim to keep the cost-per-conversion at an efficient level.

# FY 2022 Marketing Stats

271,457,295
Advertising Reach

4.4M

Conversions

Trade Show Impressions

**Engagements** 

**Email Subscribers** 

produced in-house

# Finance Report Highlights

As of September 30, 2021, the Partnership has received \$10,230,000 in funding from the State since inception (including Commerce grants). Private partner contributions collected to-date total \$6,450,004. State and private sector funding, plus \$262,325 in special revenue (i.e., sponsorships/ticket sales from the 2017 and 2019 Governor's Business Summit) total \$17,027,329 which include accrued account interest of \$230,320 for FY21/FY22. Expenses todate total \$13,321,563. The financial report is attached as Appendix F.

Fundraising efforts from August 2016 through September 2022 resulted in \$6,450,004 in total commitments from private-sector partners over a seven-year period.

#### I. CALL TO ORDER/ROLL CALL

The Maryland Marketing Partnership Board Meeting was called to order by Chair Karen Cherry at 2:30 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners were welcomed to listen.

#### **II. ADMINISTRATIVE ITEMS**

#### A. Approval of Minutes from June 15, 2021

Chair Karen Cherry asked for any comments and a motion to approve minutes from June 15, 2021 as amended. Ms. Angela Sweeney moved to approve the minutes. Mr. Tom Sadowski second. No opposition. Minutes approved and accepted.

#### **B. Financial Report**

Treasurer Leonard Raley provided the following financial updates through September 30, 2021. They are as follows:

#### Revenue

Total partner contributions paid in FY2021 **\$850,001** 

Partner contributions paid in FY2022 (to-date) **\$258,001** 

#### **Expenses**

To date, FY2022 expenses reflect media placements, **\$552,948** 

Website, and HZ ad agency billable hours

#### **APPENDIX A**

# BOARD OF DIRECTORS MEETING MINUTES

September 30, 2021 | 2:30 p.m. \*VIA CONFERENCE CALL\* Toll Free: (352) 800-6539

Conference Code: 984 648 846#

#### **MEMBERS PRESENT**

Karen Cherry, Chair Aaron Tomarchio Angela Sweeney Capt. Eric Nielsen Del. Kris Valderrama

Henry Fawell
Julian Boykin
Justin Meighan
Lauren Van Eperen
Leonard Raley
Stuart Page

Tom Sadowski

#### **MEMBERS ABSENT**

Sen Cheryl Kagan Secretary Kelly M. Schulz

#### **MMP STAFF**

Tom Riford Robert Scherr

#### **COMMERCE STAFF**

Lutisha Williams Carolyn Hammock Liz Fitzsimmons

#### **Expenses Planned**

Completion of the HZ Media Buy **\$3,200,000** 

Open.Maryland.Gov website **\$235,000** 

MMP Sponsorship including Military Bowl, Maryland **\$65,000** 

5 Star at Fair Hill

Total Media Expenses FY2022 (to-date) \$325,234

Total Media Expenses CY2021 \$1,983,990

MMP's Current Balance \$3,445,858

Chair Karen Cherry asked for a motion to approve and accept the financial report. Ms. Laura Van Eperen moved to approve the financial report. Ms. Sweeney second. No opposition. Financial report approved and accepted.

#### **III. SECRETARY OF COMMERCE UPDATES**

On behalf of Secretary Kelly Schulz, Mr. Riford provided MMP Partners and Board Members an update from the Department of Commerce. Mr. Riford shared the following thoughts:

Secretary Schulz was thankful to the partners for their support and participation at the Governor's Reception on September 27, 2021. Being that the pandemic has been at the top of everybody's mind since the last board meeting, we certainly hoped that COVID would be farther behind us by now. However, the Delta variance is very serious. At a press conference the Governor spoke about booster shots. The Governor expressed that Maryland has in fact weathered the storm of the Coronavirus Pandemic much better than most other states.

Mr. Riford on behalf of Secretary Schulz stated that our economy remains strong and poised for continued growth and prosperity. Since our last board meeting, Maryland has gained 22,000 jobs in July. And then in August, Maryland gained another 11,900 new jobs. The private sector in Maryland ranked the fourth largest in the entire country. Sectors including professionals, scientific and technical services, which grew at the sixth fastest rate in the county.

Transportation, Arts, Entertainment and Recreation grew in Maryland at the fourth fastest rate in the country and manufacturing grew at the fifth fastest rate in the country. The unemployment rate in Maryland dropped to 5.9% following the August report thanks to gains in employment and the labor force. This, of course, is good news! In recent months, the Department has welcomed several major new projects to Maryland. Legacy projects which will have a transformative impact on our state's economy that will last long into the future. Some examples of these include:

- The Great Lodge Project in Cecil County, which is a \$200M Project.
- The Bainbridge Development Project in Cecil County.
- US Winds Offshore Wind Development.
- · Tradepoint Atlantic Steel Mill Project.
- Quantum Loopholes 2100 acre Data Center in Carroll County. This project is a major step forward for Maryland and is the first to be eligible for the new tax credit incentive intended to attract new data centers.

Those are just a few examples. Throughout the pandemic, the regular work of economic development has continued and the Department of Commerce continues to fight to bring new jobs, new opportunities, and new prosperity to the State. As a whole, we should feel good about where we are in Maryland. After all, Maryland does have one of the highest vaccination rates in the country and the lowest COVID case rate in the country. Our economy remains very strong and well positioned for continued growth and continued success. The great work of the Maryland Marketing Partnership continues to reap positive economic dividends.

# Finance Report Highlights

#### IV. MARYLAND MARKETING PARTNERSHIP UPDATES

Updates are presented to the Board from Executive Director, Corporate Partnership Manager, Commerce Marketing team and public relations firm Abel Communications.

#### A. Executive Director's Report

Mr. Riford mentioned that the *Forbes* project has been an absolutely amazing thing to watch. He communicated his appreciation for the team who worked to make it the success that it is. Staff members such as Jenny Lazarus, Saundra Jones and others. A copy will be provided to each board member as soon as *Forbes* gives the final approval, which will be the October/November issue. Mr. Riford also expressed appreciation to Abel Communications for their efforts in pitching the message and the *Site Selection* articles which Abel's team has taken on as their own project.

The latest issue of Aerospace featuring unmanned vehicles is available. In addition, Mr. Riford thanked the sub-group of the board members who have sent various ideas via email. He also mentioned the MMP Annual Report is in process and Ms. Lutisha Williams is pulling it all together. It will be sent to the board members soon in draft form for comments or adjustments. However, the Commerce Annual Report is completed and it will be sent to all board members electronically. There have been several ribbon cuttings and groundbreaking announcements. There are a couple of new people Mr. Riford mentioned in Communications and in Marketing within the Department of Commerce such as new Digital Marketing Manager Marlissa Carroll and Communications Coordinator Samatha Foley on Karen Glenn Hood's team.

Also, a thank you to Chair Karen Cherry. Finally, you will hear from Carolyn Hammock from the Marketing team concerning the process with our ad agency and all of the marketing updates. He offers a thank you to the Board, which are in the sub-group who does the scoring (panel group) for the new advertising agency process.

#### **B. Partnership and Contract Updates**

Corporate Partnership Manager, Robert Scherr provided the following updates:

#### **Secured 2021 Partnerships and Renewals**

#### - Total Committed

\$138,334

Eastern Watersports

High Rock (Marketing Strategy Company)

Kaiser Permanente

Merritt Properties

Weller Development (1-year commitment)

**2021 Losses** \$150,000

MedStar

Howard Bank

2021 Estimated Losses (Unconfirmed) \$150,000

Perdue Farms, Inc.

**2022 Losses** \$80,000

Morgan Stanley

In-Process/on-going 2021 Renewals – Total Committed

\$150,000

CISCO Systems

University of Maryland Medical Systems

2021 Upcoming Renewals Total Committed \$1,250,000

Baltimore Gas & Electric (BGE)

Brown Advisory

CISCO Systems

H&S Properties/Harbor East

WR Grace

2023 Renewals – Total Committed \$1,648,000

Clark Construction

Eastern Watersports

**Howard Hughes** 

M&T Bank

MEDCO

Maryland Energy Advisors

**Peterson Companies** 

Route One Apparel

T. Rowe Price

Transamerica

Whiting - Turner Contracting Co.

2024 Renewals – Total Committed \$15.000

High Rock

#### 2021/2022 Pipeline

Becton - Dickinson

Independent Can Company

North Point Builders

Southwest Airlines

#### C. Marketing Update

Digital Director Carolyn Hammock provided the marketing updates that consist of the RFP for a new advertising agency that has been narrowed down to three firms to come back for a final pitch on October 6, 2021. The plan is to have a selection and a contract in place by the end of October. An update regarding the ad campaign is mainly digital and is up and running. There are a lot of digital banners and videos going out, but the big project that marketing is currently working on is the website.

#### **D. Public Relations Update**

Abel Communications representative presentation is an extension of what has been going on regarding public relations efforts by continuing to increase national awareness, highlight Maryland businesses (especially MMP partners), promote Maryland's key industries, and serve as an extension of the MMP team. Successful calls were made with CISCO, Maryland Energy Advisors, and Biofuel companies. In regard to great stories – *Site Selection* Magazine published stories in their July issue on Maryland companies such as: Tradepoint and Northpoint Builders – a future profile on infrastructure in Baltimore

#### V. ADJOURNMENT

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 4:06 p.m. The next meeting is scheduled for December 2021. Exact date TBD.

# Finance Report Highlights

#### I. CALL TO ORDER/ROLL CALL/WELCOME GUESTS

The Maryland Marketing Partnership Board Meeting was called to order by Chair Karen Cherry at 3:06 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners and new ad agency, Planit – was welcomed.

#### **II. SECRETARY OF COMMERCE UPDATES**

Secretary Kelly Schulz extended greetings and holiday well wishes to everyone. She expressed to the Board that Maryland is finishing 2021 on a very strong note, so she wanted to share a few things about the state of our economy and our business community in these last few weeks of the year. First, the most recent job growth data for Maryland was terrific. She mentioned that 15,700 private jobs were added in October, the biggest gain since November 2020. The previous month's gains were also revised upwards, so Maryland is up 18,300 jobs from where we were approximately one month ago. The Baltimore metropolitan area added the most jobs, with 10,100. Secretary Schulz provided an update regarding the unemployment rate, which fell to 5.7%, and with schools reopened and continued vaccination and booster shot availability, that number may fall in the coming months.

Statewide, according to Secretary Schulz, we're continuing to see great news in our manufacturing sector, even throughout the pandemic. Maryland ranked first in manufacturing growth in our region, and was the only state in the region to gain manufacturing jobs from 2015 through 2020. Even during COVID, the number of manufacturing establishments in Maryland continued to increase, with 23 additional establishments opening in 2020. In regard to the vaccine, more than 9 million COVID-19 doses have been administered in the state with 99.9% of all seniors in Maryland having received at least one dose. The vaccine booster shots are now available for all Marylanders across the State – hoping everyone is planning to get theirs, if they haven't already. Vaccination rates and availability of boosters should ease concerns about a resurgence of the virus this winter.

Just this past week, confirmation was received that Constellation will be staying in Maryland after the Exelon split, and will once again have its headquarters in Baltimore. Not only will there be another Fortune 500 company head-quartered here, there will be a Fortune 200 company. Secretary Schulz

#### **APPENDIX B**

# BOARD OF DIRECTOR'S MEETING MINUTES

December 14, 2021 | 3:00 p.m. \*VIA CONFERENCE CALL\* Toll Free: (252) 987-4062

Conference Code: 822 067 049#

#### **MEMBERS PRESENT**

Karen Cherry, Chair
Aaron Tomarchio
Angela Sweeney
Henry Fawell
Julian Boykin
Laura Van Eperen
Secretary Kelly Schulz
Sen. Cheryl Kagan (Rachel)
Stuart Page

#### **MEMBERS ABSENT**

Capt. Eric Nielsen
Del. Kris Valderrrama
Justin Meighan
Leonard Raley
Tom Sadowski

#### **MMP STAFF**

Tom Riford Robert Scherr

#### **COMMERCE STAFF**

Carolyn Hammock
Liz Fitzsimmons
Lutisha Williams
Sherri Diehl
William Chen

expressed other recent business wins to include Alertus Technologies, a home-grown Maryland company that's moved its headquarters to Baltimore from Prince George's County with plans to double in size to about 210 employees over the next four years. Secretary Schulz shined the spotlight on Tradepoint Atlantic (one of our MMP Partners), where great things continue to happen. She mentioned that over the summer, U.S. Wind announced plans to develop 90 acres to support the MarWin offshore wind project. That particular space will be used as a deployment hub and for steel fabrication. Choptank Transport expanded in Easton and has been a great business and community to the Eastern Shore.

The Secretary also mentioned the promotion of Maryland's assets, businesses, and people through a special section in *Forbes*. This article highlights the community of innovative companies, world-class higher education institutions, strategic location, and natural beauty that make Maryland a unique and attractive place to do business.

In conclusion, Secretary Schulz closed by noting the Maryland Department of Commerce has spent much of this year continuing the important work of bringing hundreds of millions of dollars in financial relief to small businesses, restaurants, hotels, artists and arts organizations across the state who were still struggling due to the COVID-19 pandemic. But, we never lost focus on our core mission, and our team kept working hard to bring new jobs, new economic growth, and new prosperity to our State. And with the MMP being an invaluable partner all along, she again extended a "thank you" for their commitment to the State of Maryland.

# III. GREETINGS AND PRESENTATION FROM PLANIT (New Ad Agency)

The Planit team provided a brief introduction of team members and a few ideas of what to expect moving forward. Melanie Magale stated that talks are taking place with past vendors to gain historical data as discussions with new vendors are being held to see what targeting capabilities are available to build a plan to present in early 2022. Associate Creative Director Trevor Villet shared some ideas as a sample for advertising that consist of the idea "Here, here!" which has a celebratory tone of its own and follows the State's declaration that Maryland is-

# Finance Report Highlights

# III. GREETINGS AND PRESENTATION FROM PLANIT (New Ad Agency) Continued

"Open for Business." For example, this is how "Here, here" takes shape:

Did Someone Say, Relocation...Here, here!

Did Someone Say, Planning for Workforce...Here, here!

Did Someone Say, Innovation...Here, here!

Did Someone Say, Qualify of Life...Here, here!

Ms. Sherri Diehl asked if any of the Board Members have initial thoughts on the developing concepts for the new ad campaign. Ms. Van Eperen expressed that she liked the direction the ad agency is going with messaging. Ms. Sweeney and

Chair Karen Cherry mutually agreed on the quality of life aspect of the ad.

#### IV. ADMINISTRATIVE ITEMS

#### A. Approval of Minutes from September 30, 2021

Chair Karen Cherry asked for any comments and a motion to approve minutes from September 30, 2021. Mr. Henry Fawell moved to approve the minutes. Ms. Angela Sweeney second. No opposition. Minutes approved and accepted.

# B. Approval of the 2021 Maryland Marketing Partnership (MMP) Annual Report

Chair Karen Cherry asked for a motion to approve the 2021 MMP Annual Report. Mr. Aaron Tomarchio moved to approve the 2021 MMP Annual Report. Mr. Fawell second. No opposition. 2021 MMP Annual Report approved and accepted.

#### C. Financial Report

The financial report update presented by Mr. Tom Riford on behalf of Treasurer Leonard Raley for the period ending on September 30, 2021. They are as follows:

#### Revenue

Total partner contributions paid in FY2021 \$850,001

Partner contributions paid in FY2022 (to-date) \$413,001

#### **APPENDIX B**

# BOARD OF DIRECTOR'S MEETING MINUTES

December 14, 2021 | 3:00 p.m. \*VIA CONFERENCE CALL\* Toll Free: (252) 987-4062

Conference Code: 822 067 049#

#### **MEMBERS PRESENT**

Karen Cherry, Chair
Aaron Tomarchio
Angela Sweeney
Henry Fawell
Julian Boykin
Laura Van Eperen
Secretary Kelly Schulz

Sen. Cheryl Kagan (Rachel)

Stuart Page

#### **MEMBERS ABSENT**

Capt. Eric Nielsen
Del. Kris Valderrrama
Justin Meighan
Leonard Raley
Tom Sadowski

#### MMP STAFF

Tom Riford Robert Scherr

#### **COMMERCE STAFF**

Carolyn Hammock
Liz Fitzsimmons
Lutisha Williams
Sherri Diehl
William Chen

#### **Expenses**

Total expenses **\$1,047,468**. This reflects expenses for media placements, website, HZ and Planit agency hours.

#### **Expenses Planned**

Media Buy for 2022 (include planning, creative, and management fees

\$2M

Completion of the HZ media buy and website Contracts with Abel Communications and Corporate Partner Manager, Robert Scherr \$13,750/mo.

MMP Sponsorships including: DC Military Bowl, Maryland Five at Fair Hill, Valley Meadow Farm TV Show and PRSA

\$72,000

Total Media Expenses (CY2021)

\$1,983,990

#### MMP's Current Balance \$3,105,958

Chair Karen Cherry asked for a motion to approve and accept the financial report as submitted. Ms. Van Eperen moved to approve the financial report. Ms. Sweeney second.

No opposition. Financial report approved and accepted.

# V. MARYLAND MARKETING PARTNERSHIP UPDATES

Updates are presented to the Board from Executive Director, Corporate Partnership Manager, Robert Scherr and public relations firm Abel Communications.

#### A. Executive Director's Update

According to Mr. Riford, since the last Board meeting back in September, the Department of Commerce has done a great deal of social media and posts in all of the platforms, i.e., Google, LinkedIn, Instagram, etc. Many of the posts have a lot to do with MMP companies. There has been significant new "press," specifically the *Forbes* insert. Also, there have been several great announcements of new business from the Commerce team of Maryland's economy.

#### **B. Partnership and Contract Updates**

# Secured 2021 partnerships and renewals – Total Committed \$218,334

Baltimore Gas and Electric (BGE)

Eastern Watersports

High Rock

Independent Can Company

Kaiser Permanente

Merritt Properties

Weller Development/Baltimore Urban Revitalization

#### 2021 Losses

\$20,000

Royal Farms, Inc.

# Finance Report Highlights

#### 2022 Renewals \$568,334

Bozzuto

Ellin & Tucker

Independent Can Company

Merritt Properties

St. John Properties

University Systems of Maryland

Weller Development/Baltimore Urban Revitalization

#### 2023 Renewals – Total Committed \$100,000

Tradepoint Atlantic

Stuart Page of BGE commented on the split between BGE with parent company Exelon and how BGE is no longer able to be the "Game Changer" sponsor, but is still excited to work with the MMP on a per/year basis.

#### C. Public Relations Update

Greg Abel of Abel Communications shared that their company is focusing on press coverage and offered congratulations to the new ad agency (Planit). Emily McDermott provided an overview of the Scope of Work to focus on national and trade media relations, thought leadership and account planning strategy. As a continuation, the program goals, according to Emily McDermott remain the same, i.e., increase national awareness, highlight Maryland businesses and act as an extension of the MMP team. Over the past quarter, Abel Communications has had the pleasure of meeting with the following companies to work on quality of life stories, etc.:

- Berlin Economic & Community Development
- Garrett County Board of Commissioners
- Garrett County Department of Business Development
- Grow & Fortify
- Independent Can Company
- MDOT
- · Maryland Realtors
- SOCSoter
- Tradepoint Atlantic
- University System of Maryland

Stories in Expansion Solutions Magazine as well as *Site Selection* Magazine. Also, there was earned media coverage, including Christine Ciavardini of Maryland Energy Advisors appearing on WBAL 11 News with tips on rising heating costs. Print included the Washington Post doing a feature story about cybersecurity and Cyber Monday. Also, the firm arranged a live interview with Chinese online NTD Television and Secretary Kelly Schulz discussing Maryland and manufacturing.

#### **VI. VOTING OF OFFICERS**

Chair Karen Cherry asked for a motion to vote on the slate of officers. All executive committee members have agreed to continue in their current roles. Chair Karen Cherry asked for a motion to approve and accept these slate of officers. Ms. Sweeney moved to approve the Board Members. Mr. Page second. No opposition. Slate of officers approved and accepted. They are:

Chair - Karen Cherry
Vice Chair- Laura Van Eperen
Treasurer- Leonard Raley
Secretary- Aaron Tomarchio

#### **VII. NEW BUSINESS**

Chair Karen Cherry asked for a motion to extend Corporate Partnership Manager Robert Scherr's contract for one-year. Mr. Boykin moved to approve the extended contract with Robert Scherr for one-year. Ms. Van Eperen second. No opposition. Contract extension approved and accepted.

Chair Karen Cherry asked for a motion to extend Abel Communications contract for six-months. Mr. Fawell moved to approve the six-month contract with Abel Communications. Mr. Boykin second. No opposition. Contract extension approved and accepted.

Chair Karen Cherry asked for a motion to accept the Inter-Agency Agreement (IAA) between Commerce and the Maryland Marketing Partnership. Mr. Tomarchio moved to approve

the Inter-Agency Agreement. Ms. Sweeney second. No opposition. IAA approved and accepted.

### **VIII. ADJOURNMENT**

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 4:02 p.m. The next meeting is scheduled for March 2022, exact date TBD.

# **APPENDIX C**

# BOARD OF DIRECTORS MEETING MINUTES

March 31, 2022 | 11:00 a.m. \*VIA CONFERENCE CALL\* Toll Free: (423) 588-1367

Conference Code: 452 295 049#

#### **MEMBERS PRESENT**

Karen Cherry, Chair Aaron Tomarchio Angela Sweeney Henry Fawell Justin Meighan Stuart Page

#### MEMBERS PRESENT "VIRTUALLY"

Ali von Paris Leonard Ralet
Capt. Eric Nielsen Sila Alge-Bartel
Julian Boykin Tom Sadowski

Lauren Van Eperen

### **MEMBERS ABSENT**

Senator Chery Kagan Delegate Kris Valderrama

### **MMP STAFF**

Tom Riford Robert Scherr

#### **COMMERCE STAFF**

Secretary Mike Gill Carolyn Hammock
Julie Miller Liz Fitzsimmons
Lutisha Williams Sherri Diehl

## I. CALL TO ORDER/ROLL CALL/WELCOME GUESTS

The Maryland Marketing Partnership Board meeting was called to order by Chair Karen Cherry at 3:06 p.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners and Planit were welcomed. Chair Karen Cherry asked the new partners Sila Alegret-Bartel and Ali Von Paris to introduce themselves to the Board.

#### **II. ADMINISTRATIVE ITEMS**

## A. Approval of Minutes from December 14, 2021

Chair Karen Cherry asked for any questions or comments regarding the minutes from December and a motion to approve. There were no questions or comments. Mr. Henry Fawell moved to approve the minutes. Mr. Stuart Page second. No opposition. Minutes approved and accepted.

### **B. Financial Report**

Treasurer Leonard Raley presented the financial report, which exhibits the performance from partner contributions and State appropriations. This report covers FY2022 (to-date) fiscal highlights and expenses paid as well as anticipated expenses through June 2022.

#### Revenue

MMP Partner contributions paid in FY2022 (to-date) \$1,061,002

#### **Expenses**

Total expenses of \$1.9M for media placements, website maintenance, HZ agency hours and Planit ad agency.

#### **Expenses Planned**

HZ Website Project \$94,000

Planit Spring Media Buy \$751,000

Planit Creative Development TBD

Contract with Abel Communications

\$22,500

Contract with Robert Scherr \$18,750

Total Planned Expenses \$886,250 MMP's Current Balance \$3.5M

Chair Karen Cherry asked for a motion to approve and accept the financial report as submitted. Ms. Sweeney moved to approve the financial report. Mr. Sadowski second. No opposition. Financial Report approved and accepted. Also, back in February, the Board voted via email to approve the media buy of \$1.6M for 2022 Spring and Fall advertising that was submitted by Planit Advertising Agency. The cost for the media buy was approved and accepted.

### **III. SECRETARY OF COMMERCE UPDATE**

Secretary Mike Gill expressed a huge "Thank You" to the MMP Board, Partners and everyone who has been a part of this MMP endeavor since its inception in 2016.

#### IV. AD AGENCY UPDATE

Executive Director Tom Riford asked members from Planit Ad Agency to introduce themselves. They are as follows:

Liz Bozcik

Debbie Norris

Melanie Magale

Trevor Villet

The Planit team provided in detail the Campaign Objectives, Target Audience, Strategic Media approach, Media Plan by Channel and Campaign goals and measurements.

### A. Campaign Objectives

Improve Maryland's Business Image; engage Key Audience segments by increasing traffic to open. maryland.gov and create more jobs in Maryland, which would be measured by the overall job numbers.

### **B. Target Audience**

The objective is to bring new or expanding business to Maryland; bring top talent to Maryland for businesses to hire; and encourage business growth and generate brand ambassadors.

### C. Strategic Media Approach

- Display video and audio to reach target audiences
- Utilize best performing partners from past campaigns to maximize efficiencies
- Explore new partners in order to test and increase learnings
- Expand reach to the Site Selection audience through social media
- · Explore niche industry options
- Geo-fencing key conferences
- Reserve funds for opportunistic/experiential buys
- Restructure Search campaign to maximize results

## D. Creative

Creative Associate Director Tervor Villet elaborated more on the celebratory concept of "Here, here!" which follows the State's declaration that Maryland is "Open for Business." MMP partner Ali von Paris asked if the marketing dollars were being spent out of the State. Executive Director Tom Riford responded "Yes," the marketing dollars are vastly spent outside of Maryland. She also asked if "There are any initiatives or any considerations to have equal partnership with entrepreneurial centers?" According to Ms. Carolyn

Hammock, "Yes, it is definitely a consideration that's an important part of what the Department of Commerce does which has been a focus in branding the State."

# V. MARYLAND MARKETING PARTNERSHIP UPDATES

## A. Executive Director's Update

According to Mr. Riford, since the last board meeting back in December, there have been some significant "Wins" in the past several weeks announced by the Department of Commerce. Mr. Riford expressed that the Hitachi Rail \$2.2 billion contract has created 460 jobs in Washington Counties. The company will be manufacturing the new WMATA rail cars and building a \$70 million plant.

Fanatics, the world's largest provider of licensed sports merchandise, is building a 500,000 square feet facility in Harford County in order to create 135 new jobs. Miltenyi Biotec is locating its North American Headquarters in Gaithersburg, Maryland. This expansion of operations will include additional manufacturing, research and development. They are adding approximately 130 new jobs plus 300 more jobs are being kept in Maryland. Mr. Riford also mentioned that he has made several presentations, including University System of Maryland and other existing partners, and to several potential partners. In regard to Board member terms, several board members have accepted having their board terms extended. Mr. Riford also meets bi-weekly with the PR Company Abel Communications. The latest MMP newsletter was well accepted from MMP Partner feedback he received.

#### **B. Partnership and Contract Updates**

# Secured 2022 Partnership and Renewals – Total Commitment \$698,334

Baltimore Gas & Electric, CISCO, Ellin & Tucker, Harbor East/H&S Properties, Independent Can Company, Merritt Properties, St.John Properties, TEDCO, University System of

Maryland, and Weller Development/Baltimore
Urban Revitalization

# 2023 Partnership Renewals – Total Commitment \$1,370,000

Clark Construction, Eastern Watersports, Howard Hughes, M&T Bank, MEDCO, Peterson Companies, T. Rowe Price, Tradepoint Atlantic, Transamerica, Whiting-Turner Contracting

# 2024 Partnership Renewals – Total Commitment (to-date) \$65,000

High Rock and Kaiser Permanente

# 2025 Partnership Renewals – Total Commitment \$15,000

**TEDCO** 

Secretary Gill asked Rob "How do we go about recruiting new prospects?" Rob's response was to go through the Baltimore Business Journal and LinkedIn for companies by sending an email solicitation or a phone solicitation. Secretary Gill proceeded further to ask, "What is our pitch to businesses? What do we have to offer?" Tom stated that they will provide that information to him. MMP Partner Ali von Paris asked about the partners who are leaving and is there an exit interview with them. How can the partners recruit from within as a group by creating a representation badge for branding purposes? Tom confirmed that there are exit meetings with the partners who choose not to renew. But, the door to come back to the partnership remains open.

In regard to the reputation badge/partner badge, he indicated that we have a "Maryland Open for Business" sticker that can go on their website. For example, he mentioned that St. John Properties has it outside of their conference room door. (Tom sent some stickers to Ali von Paris, who expressed interest).

## **C. Public Relations Update**

Greg Abel of Abel Communications provided updates from the PR perspective regarding stories that earn media attention. The concept is to find news worthy stories about Maryland. Emily McDermott mentioned the program goals, which are to increase national awareness, highlight Maryland businesses and act as an extension of the MMP team. As it relate to research and planning, she mentioned that they were invited to present and meet with the University System of Maryland Communications Council and their representatives from: UMBC, University of Baltimore, University of Maryland - Baltimore, University of Maryland Global Campus, University of Maryland Center for Environmental Science, Coppin State University, the Universities at Shady Grove, Salisbury University, University of Maryland, Towson University, Frostburg State University and Bowie State University.

Earned media that's in the works with *Forbes*, The Wall Street Journal, and Biotechnology New Magazine. Emily mentioned that they are officially reaching out to MMP partners on a monthly basis asking for approximately 100-words of the latest and greatest of what's going on in their organizations. The news will be compiled and put into a monthly press release and it will be pitched to the media.

#### **VI. NEW BUSINESS**

Executive Director Tom Riford mentioned an upcoming MMP Reception for a date in April TBD. Mr. Aaron Tomarchio mentioned that the National Associations of Manufacturers are interested in doing a "Creative Tour" here in Baltimore. The purpose of the tour is to inspire students in the region to pursue careers in manufacturing and they are looking for partnerships and sponsorships to assist in this endeavor. Mr. Tomarchio feels it would be good for the Board to be a part of it.

## VII. ADJOURNMENTS

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 12:34 p.m. The next meeting is scheduled for June 2022, exact date TBD.

# **APPENDIX D**

# BOARD OF DIRECTORS MEETING MINUTES

June 28, 2022 | 9:30 a.m.
\*VIA CONFERENCE CALL\*

Toll Free: (631) 618-4656

Conference Code: 922 343 473#

#### **MEMBERS PRESENT**

Karen Cherry, Chair Secretary Mike Gill Senator Cheryl Kagan Sila Alegret-Bartel

#### **MEMBERS PRESENT "VIRTUALLY"**

Capt. Eric Nielsen
Aaron Tomarchio
Julian Boykin
Lauren Van Eperen
Leonard Raley
Stuart Page
Tom Sadowski

### **MEMBERS ABSENT**

Delegate Kris Valderrama Ali von Paris Angela Sweeney Henry Fawell Justin Meighan

#### **MMP STAFF**

Tom Riford Robert Scherr

## **COMMERCE STAFF**

Carolyn Hammock Julie Miller
Lutisha Williams Sherri Diehl

# I. CALL TO ORDER / ROLL CALL / WELCOME GUEST

The Maryland Marketing Partnership meeting was called to order by Chair Karen Cherry at 9:36 a.m. Executive Director Tom Riford called the roll for attendance. Quorum was established. MMP Partners and ad agency Planit were welcomed.

### **II. ADMINISTRATIVE ITEMS**

### A. Approval of Minutes from March 31, 2022

Chair Karen Cherry asked for any questions or comments regarding the minutes from March and a motion to approve. There were no questions or comments. Ms. Laura Van Eperen moved to approve the minutes. Ms. Sila Alegret-Bartel second. No opposition. Minutes approved and accepted.

## **Financial Report Update**

Treasurer Leonard Raley presented the financial performance from partner contributions and State appropriations. This report covers FY22 (to-date) fiscal highlights and expenses paid as well as anticipated expenses through June 2022.

### Revenue

MMP Partner contributions paid in FY2022 (todate) \$1,319,335

Commerce grant of **\$775K** to support the branding campaign

#### **Expense**

Total expenses of \$3.5M.

Note: In addition to our **\$2M** appropriation, MMP received a **\$1.5M** addendum from the MMP bank account

### **Planned Expenses**

Planit Research Projects \$129,600

Planit Media Planning for FY2023

\$30,000

Contract with Abel Communications

\$45,000

Contract with Corporate Partnership Manager,
Robert Scherr \$37,500

Total Upcoming Expenses \$242,100

MMP's Current Balance

**\$3.5M** (include Commerce Grant)

Chair Karen Cherry asked for a motion to approve and accept the financial report as submitted. Secretary Mike Gill moved to approve the financial report. Mr. Tomarchio second. No opposition. Financial report approved and accepted.

#### III. SECRETARY OF COMMERCE UPDATE

Secretary Mike Gill expressed a huge "Thank You" to the MMP Board, Partners and everyone who has been a part of this MMP endeavor. He also expressed that what has been created will not be sustained, but will grow regardless of whoever is sitting on the second floor in Annapolis come January 2023.

In addition to Secretary's Gill's comments, Senator Cheryl Kagan mentioned a Tweet she'd seen regarding the Supreme Court decision that there may be tech companies in states that have already outlawed abortion. They may begin to move in a way to protect their employees and offer options. She expressed this as an economic development conversation.

# IV. SNEAK PEEK OF THE OPEN.MARYLAND.GOV WEBSITE

Commerce staff Julie Miller, MMP launched the open.maryland.gov website approximately five (5) years ago. Over the course of a few years, staff have noticed a few limitations with the site in terms of visuals, data, and general architecture of the site. While in discussions with HZ (previous ad agency), it was recommended the MMP migrate platforms to the content management system. The following improvements were made to connect visitors easily. They are:

Site Selectors International Business Data Integration Rankings

Secretary Mike Gill asked if there is some place on the website to put a greeting from the Governor. Ms. Julie Miller indicated that this new website is more flexible than the previous and should be able to accommodate. Chair Karen Cherry asked Ms. Miller what the target launch date for the new and improved website was. According to Ms. Miller, the launch date is slated for July 2022, but making sure the launch is not too early without issues.

#### V. PRESENTATION FROM PLANIT AD AGENCY

Executive Director Tom Riford asked Ms. Sherri Diehl to introduce members from MMP ad agency Planit. They are as follows:

- · Liz Bozcik
- Jack Spaulding
- · John Gamble
- Melanie Magale
- Trevor Villet

The Planit team provided in detail the Campaign Objectives, Methodology (Survey-Wave 3), Digital Ethnography, In-Depth Interviews, Content Analysis, Media Reporting, and Campaign Performance. According to Ms. Melanie Magale, the Quantitative 2 method of Campaign Performance is only reporting data from April 4th through 12th for channels including audio, display, email, search, social and video.

- Business Attraction campaign has driven a combined conversion rate of 5.49%, a 34% improvement year-over-year (YoY), and cost per conversion \$15.34, a 17% improvement YoY. In fact, this is driving more qualified traffic with the improved target. One of the changes made is the search account, which has been restructured this year and has driven 468 more conversions, making it more granular. YouTube has seen the strongest improvement, driving nearly double the amount of conversions YoY of approximately 3,200. New York, Atlanta, and Philadelphia drove the most conversions. Chicago, Raleigh, and San Antonio drove the highest CVR.
- Workforce Attraction campaign has driven a combined CVR of 9.80%, a 212% improvement YoY, and CPL of \$16.81, a 72% improvement YoY. Which means all channels saw strong improvements in CVR and CPLs, except for social; YouTube has driven 928 more conversions YoY; Charlotte, Dallas and Atlanta drove the most conversions; Charlotte, Pittsburgh, Philadelphia drove the highest CVRs.
- Aaron Tomarchio asked, "Is there a direct correlation with the intensity of the kind of campaign that was done in these markets with the conversion rates that received and are there any surprise markets that may have merged that we didn't expect or put as much effort into it?" Melanie responded and stated that "A lot of the markets were spread equally in terms of budgets and then shift those budgets to the campaigns that were performing well."

- DC/VA Test campaigns in regard to the business attractions campaign are driving a combined CVR of 14.87% and a CPL of \$11.04. The Workforce Attraction campaigns are driving a combined CVR of 7.83% and a CPL of \$25.76. Both campaign performances are being driven by display which accounts for all conversions. While Virginia is driving most conversions in both campaigns, DC is driving stronger CVR. Melanie suggested putting more money in the DC/VA area to test specific areas.
- In the Print market, issues ran in the Wall Street Journal, Wired, INC, Site Selection and Area Development. Also, in print advertising, QR codes were implemented which resulted in 68 website sessions
- Tradeshow support consisted of a mobile billboard and geo-fenced display during the RSA Cyber and BIO Conferences that will be followed by re-targeting post events. RSA will run through July 9th and BIO will run through July 16th. Each billboard accounted for approximately 150,000 folks. The campaign will officially come to an end on June 30th.

Jack Spaulding from Planit addresses the Board in what they recommend in terms of the research program. Some objectives from the additional research is to understand any change in perception of Maryland as a place to do business in this new era. The premise for this new research is to arm us for the road ahead. Secretary Gill asked, "Can you incorporate into the research (staying with the surround sound theme), creating awareness through messaging an opportunity for us to be more proactive?" Mr. Tom Sadowski suggested adding CEO targeted events or industry appreciation events/receptions. Ms. Diehl expressed that those types of receptions are conducted at RSA and BIO and the terms are working to follow-up with the contacts that are made at these different events.

In continuation, Jack mentioned partnering with a few research firms and layering it with competitive review and social meeting listening. He recommended to continuing the survey research through:

- Quantitative: Survey (Wave 3) by posing some of the same questions from Wave 1 in 2017 and Wave 2 in 2019. The target audience is 75 business decision-makers from Maryland and 150 business decision-makers from target states.
- Qualitative: Digital Ethnography will use trained ethnographers and anthropologists to mine discreet online communities for rich, unsolicited, unprompted chatter.
- Qualitative: In-Depth Interviews that will allow researchers to dive deeper into the minds of our target audiences. The recommendation is ten (10) phone interviews, 30-45 minutes each with relocation decision-makers.
- Qualitative & Quantitative: Content Analysis by working closely with the internal research team at the Department of Commerce to analyze various research and data that already exists to aid in our overall findings.

Mr. Tomarchio and Ms. Van Eperen commented in support of the research project and suggested it be incorporated annually. Mr. Riford asked for a motion to approve the \$129,600 cost for the research. Secretary Gill moved to approve. Mr. Tomarchio second. No opposition. Research project approved.

# VI. MARYLAND MARKETING PARTNERSHIP UPDATES

### A. Executive Director's Update

Executive Director Tom Riford thanked everyone who attended the Lt. Governor's Cocktail Reception on May 2, 2022. He expressed the work continues in pushing out new MMP Partners and possibly hosting another Governor's Town Hall virtual meeting. Also, moving forward with the plan to audit the MMP finances through the Department of Commerce legislative audits. This will be a straightforward review and compilation of financial information on the expenses and receivables. The scope of work has already been completed and sent out to an auditor firm that is already contracted with Commerce.

### **B. Partnership and Contract Updates**

# Secured 2022 Partnership and Renewals – Total Commitment \$698,334

Baltimore Gas & Electric, Bozzuto, Cloudforce, CISCO, Ellin & Tucker, Harbor Ease/H&S Properties, Independent Can Company, Merritt Properties, St. John Properties, University System of Maryland, Weller Development /Baltimore Urban Revitalization

# 2023 Partnership Renewals – Total Commitment \$1,370,000

Clark Construction, Eastern Watersports, Howard Hughes, M&T Bank, MEDCO, Peterson Companies, T. Rowe Price, Tradepoint Atlantic, Transamerica, Whiting-Turner

# 2024 Partnership Renewals – Total Commitment \$65,000

High Rock and Kaiser Permanente

# 2025 Partnership Renewals – Total Commitment \$15,000

Cloudforce and TEDCO

Secretary Gill suggested reaching out to Morgan Stanley to renew the partnership agreement. Also, Chair Karen Cherry offered to assist Robert Scherr with recruiting new companies to become MMP Partners.

## **C. Public Relations Updates**

Abel Communications Emily McDermott recapped the program goals where there are no changes, research and planning with companies such as: Alertus, University of Maryland Extension, Ecomap, Sonavi Labs, SharpRank, Grow & Fortify, Outlook and Sisu Global Health and just added Cloudforce. With speaking to these companies, "It goes in partnership with the investors, because if we are promoting a company that's not necessarily a partner then that provides an opportunity to talk to them about MMP" according to Chair Karen Cherry.

Earned media coverage is reached to Maryland companies across a variety of industries, shared events, growth and more. They are: Market-Watch, Yahoo Finance, Benzinga, Forbes, and Politico. Telling Maryland stories through *Site Selection* Magazine. Issue date is July 2022 for technology and innovation and the September 2022 issue is for global infrastructure and logistics.

### VII. NEW BUSINESS

No new business.

### **VIII. ADJOURNMENT**

Chair Karen Cherry extended a motion to adjourn the meeting. The business meeting adjourned at 11:08 a.m. The next board meeting is scheduled for September 29, 2022.

# **APPENDIX E**



# MMP Finance Report as of 9/30/2022

REVENUE	AMOUNT RECEIVED	
State Appropriations: (FY'17, FY'18, FY'19, FY'20, FY'21, FY'22, FY23)	\$7,000,000.00	
Commerce Grants: (\$400K; \$655K; \$200K; \$200K, \$1M)	\$2,455,000.00	
Commerce Grant/IAA (FY22): \$775K	\$775,000.00	
Deposit: \$40K on 3/2/2017	\$40,000.00	
Partner Revenue (Received-to-date)	\$6,450,004.00	
Special Revenue (Fleet Week)	\$147,205.00	
Reimbursement: Harford County	\$15,000.00	
Reimbursement: Overpayment to EAGB	\$30,000.00	
2017 Governor's Business Summit (i.e., sponsorship/ticket sales)	\$65,884.00	
2019 Governor's Business Summit (i.e., booth and ticket sales, etc.)	\$49,236.09	
Interest Income from Treasurer for FY21/FY22	\$210,656.73	
Replenishment from Appropriated Funds (EC Articles Title 10-905)	\$19,663.72	

# TOTAL REVENUE (TO-DATE) \$17,257,649.56

EXPENSES	AMOUNT PAID
Consultant Services (Monthly Since August 2016)	\$439,513.78
Advertisement/Media Placements	
Advertisement: Special Media Placements	\$151,659.00
2018 CEO of the Year "Salute Sponsorship" - \$10,000	\$10,000.00
Fleet Week - 2016 - \$140,590	\$140,590.00
Print/Digital Ad Placement: Daily Record 2020 - \$1,069	\$1,069.00
Advertising: HZ/Planit Agency Fees, Web Hosting, Creative, Planning, Stock Photos, Videos, etc.	\$1,244,209.76
Media Placement: Google	\$1,905,027.01
Media Placement: HZ/Planit	\$7,112,718.76
Media Placement: Facebook, LLC	\$154,010.92
Media Placement: LinkedIn	\$453,148.95
Other Creative Vendors (Vibrant, Mammoth Creative Studio)	\$23,943.35

# **APPENDIX E**

Public Relations	
Public Relations Services (Abel Communications, Inc.)	\$211,616.00
Governor's Business Summits/Cocktail Receptions	
2017 Governor's Business Summit & VIP Reception	\$266,934.24
* 2018 Governor's Business Summit Non-Refundable Deposit	\$68,837.50
2019 Governor's Business Summit & VIP Reception	\$215,191.82
2021 Governor's Cocktail Reception	\$8,593.98
2022 Lt. Governor's Cocktail Reception	\$10,504.78
Promotional Events/Conferences/Tradeshows	
	\$245,744.60
MMP - Promotional Items	\$17,569.83
Sponsorships	
- Senior Players PGA Gold Tournament	\$110,000.00
- Military Bowl (FY'17, FY'18, FY'19, FY22 and FY23) - \$25,000/year	\$125,000.00
- IAMC Richmond (FY'17, FY'18, FY'19 and FY20) - \$2,500/year	\$10,000.00
- 2019 Spring Breakfast Meeting/Business Showcase Expo (MWMCA)	\$500.00
- 2019 TEAMS Sponsorship thru MSA	\$10,000.00
- IRONMAN Maryland 2020	\$25,000.00
- Made-In-Maryland Series (MPT) 22020/2022	\$70,000.00
- Joshua Johnson: Portraitist of Early American Baltimore	\$2,500.00
- University System of Maryland Foundation - COVID Research	\$5,000.00
- Event Power: 2021 SelectUSA Investment Summit	\$11,100.00
- EAGB (Invoice #22221A/#22221B); (#41422AI1)	\$45,000.00
- Maryland Public Policy Institute	\$25,000.00
- Sport and Entertainment Corporation of MD (5 Star/Fair Hill)	\$40,000.00
- Sport and Entertainment Corporation of MD (2022 Cycling Classic)	\$50,000.00
- Best of America By Horseback Television Show	\$6,000.00
- PRSA Maryland Chapter	\$1,000.00
Miscellaneous/Journal Entries/Credit Card Payments	\$255,963.92
TOTAL EXPENSES (To-Date)	\$13,321,563.20
BALANCE	\$3,936,086.36

<sup>\*</sup>Governor's 2018 Business Summit postponed. Rescheduled for September 20, 2019.

# PARTNERS ANNUAL CONTRIBUTIONS (FY2017 – FY2022)

The Maryland Marketing Partnership (MMP), working with the Maryland Department of Commerce, was created to develop a branding strategy for the state, market the state's rich assets, encourage the growth of existing businesses and attract new businesses to the state.

Governor Larry Hogan included \$3 million to seed the initiative. MMP engages leading-edge businesses as private sector partners to supplement the state investment and provide top-level insights on economic expansion.

# **APPENDIX E - FY2022**

Fiscal Year (FY) (July - June)	Partner Contribution Amount
FY2017	\$771,000
FY2018	\$1,350,667
FY2019	\$1,400,333
FY2020	\$572,000
FY2021	\$880,001
FY2022	\$1,324,607
Total Partner Contributions-to-Date	\$6,298,608

# **APPENDIX E**

MMP Partners	Amount
Baltimore Gas & Electric	\$250,000.00
Transamerica Life Insurance	\$168,000.00
Whiting – Turner Contracting Co.	\$150,000.00
University of Maryland – College	\$100,000.00
Transamerica Life Insurance	\$82,000.00
St. John Properties	\$80,000.00
Baltimore Gas & Electric	\$75,000.00
Maryland Economic Development Corporation (MEDCO)	\$50,000000
Howard Hughes Corporation	\$33,333.00
Tradepoint Atlantic	\$33,334.00
Weller Development Corporation	\$33,334.00
Kaiser Permanente	\$30,000.00
Brown Advisory	\$25,000.00
H&S Properties	\$25,000.00
M&T Bank	\$25,000.00
Merritt Properties	\$25,000.00
Clark Construction, LLC	\$16,667.00
Kaiser Permanente	\$16,667.00
CISCO Systems	\$16,000.00
Bozzuto & Associates, Inc.	\$15,000.00
CISCO Systems	\$15,000.00
Eastern Watersports	\$15,000.00
Route One Apparel	\$15,000.00
Ellin & Tucker	\$10,000.00
High Rock Studios, Inc.	\$5,000.00
Independent Can Company	\$5,000.00
Maryland Technology Development Corporation (TEDCO)	\$5,000.00
Cloudforce	\$5,000.00
Total FY'22 Partner Contributions	\$1,324,607.32



Gaithersburg's Rio Lake front, Montgomery County



























































# "Thank You"

We could not have done it without you, our Maryland Marketing Partners! Your generosity ensures the Partnership can continue to provide a robust advertising campaign through digital and print advertisement, which highlights Maryland's rich assets. With boundless appreciation, thank you!!

		port 2022

### **PARTNERSHIP OPPORTUNITY**

Not a member? If your business is interested in joining these great companies, please contact Robert Scherr at: <a href="mailto:Robert.Scherr@maryland.gov">Robert.Scherr@maryland.gov</a>

MMP Linkedin Page: www.Linkedin.com/in/robert-scherr-40059110

 ${\sf MMP\ Website:}\ \underline{\textbf{MarylandMarketingPartnership.com}}$ 



